

American Firms Expanding On an Affluent Continent

By REYNOLDS KNIGHT

Middle-aged Americans, accustomed since youth to look upon Europeans as economically deprived by U.S. standards, should take another look. Things are changing fast.

Auto congestion in London, Paris and Rome, of course, is rapidly becoming almost as bad as in major American cities. European affluence is now spreading to color television. The flight to the moon by Apollo 10 and prospects of a lunar landing next month by Apollo 11 triggered a new burst of color TV buying in western Europe.

Estimates are that European sales of color TV sets should zoom to 1.5 million in 1970 and exceed 1 million in 1971.

Small wonder that many big American companies are stepping up expansion of their plants in Europe and, in some cases, anticipate future sales overseas that are astounding.

OF THE 750 largest corporations in the U.S. at least 630, or 84 per cent, have some kind of public relations structure. This activity, together with more modest and often peripheral versions of public relations, adds up to an annual investment of \$5 billion.

About half of that \$5 billion is wasted through non-professional direction, unrealistic budgeting and weak planning, says a veteran of the business, John F. Budd Jr., group vice president of Carl Byoir and Associates. In his new book, "An Executive's Primer on Public

Relations" (Chilton), he lays most of the blame on a general lack of sophistication about this new management tool. He contends that businessmen's professional background, even their intuitions, serve them well in judgments in every area of management except public relations. The reason is that they too often are not sure what to ask of it and what not to expect from it.

This book, told in an insider's manner, discusses the basic functions of public relations and what management's responsibilities are to it. Early reviews say it's "... an excellent treatise on public relations ..." (PR Reporter); "... gives no-nonsense answers to the executive who wants to know what PR is and does ..." (Public Relations News); "One of the best management books to come along for some time ..." (Richard L. Waters, Dallas Public Library).

BITS O' BUSINESS — More and more companies are making the six-wheel, all-terrain vehicles that go over all kind of ground and also on water. ... A London betting firm wagered 1,000 to 1 in 1964 that a man wouldn't land on the moon by Jan. 1, 1971 and the company now regards it as a sure thing — that it'll lose the \$24,000.

SCOTT A. FRAMPTON, who had been executive secretary of the American Institute for Imported Steel, has been named to the newly created

post of executive director of the Tile Council of America Inc.

Frampton, who earlier was executive secretary of the Better Vision Institute, will be responsible to the Tile Council's board of directors for the general supervision and administration of the trade association. Chester Wenzel, president of the council, whose members produce more than 90 per cent of the ceramic tile manufactured in the U.S., said the post of executive director was established to strengthen coordination and expand the council's activities.

In addition to promoting the use of tile, the association prepares and sponsors specifications for tile work and publishes an annual "Handbook for Ceramic Tile Installation." It also conducts a certification program to ensure the high quality of domestic ceramic tile and maintains a research center in Princeton, N.J., for the development of improved tile-setting methods and materials.

Frampton, has a B.A. from

Harvard and a master's degree in journalism from Columbia.

THINGS TO COME — An eminent scientist at Temple University envisages a bubble machine by which riotous mobs can be quelled by immersing them in myriads of plastic bubbles without harming the rioters. ... Those who enjoy their after-dinner liqueur can look forward to new flavors based on fruit and herbs from the Far East.

Anderson Gets Music Degree

Gary M. Anderson, son of Mr. and Mrs. K. L. Anderson of 2749 Grand Summit Road, has been graduated cum laude from Boston's Berklee School of Music.

Anderson, who obtained his bachelor of music degree in composition, also was named to the Dean's List for the 1968-69 school year. He has been appointed to the Berklee faculty.

Red Cross Offers Tips For Safe Boating Week

Only about half the nation's boat users can swim well enough to save their lives if they fall into deep water according to Roger Plaisted, director of safety programs for Los Angeles Chapter, American Red Cross.

With National Safe Boating Week proclaimed by President Nixon to begin June 29, Plaisted urged boat owners and their passengers to take advantage of the free swimming and life saving courses offered at public and private pools and beaches throughout the city.

The Red Cross is one of 16 organizations sponsoring Safe Boating Week, the objective of which is to reduce boating accidents and make the aquatic sport safer for the estimated 50

million people who participate in it.

"All told, 1,312 persons drowned or were fatally injured in boating accidents last year," Plaisted said.

To reduce the number of boating accidents, he said, the Red Cross recommends boat operators and passengers observe these safeguards:

• Carry a Coast Guard-approved life jacket for everyone aboard.

- Don't overload the craft.
- Don't overpower your boat.
- Don't smoke while refueling.
- Don't let passengers in a small boat stand up, or sit on

the gunwales while you are under way.

• Equip your boat with essential gear — anchor, oars, boat hook, extra line, fire extinguisher, tool kit, and first aid kit.

• Check weather bureau forecasts before taking your boat out on open water.

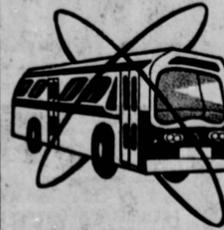
• Most boats, if swamped or capsized, will stay on the surface, so stay with the boat when such accidents happen until help arrives. Only if you are in dangerous or extremely cold water, should you try to swim to shore.

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